america speaks

polling data reflecting the views of Americans on medical, health and scientific research
In commemoration of Research!America’s 25th anniversary, we’re proud to present America Speaks, Volume 14, a compilation of new and noteworthy public opinion polling data that sheds light on Americans’ attitudes toward medical, health and scientific research. For this special edition, we’re extremely pleased to have the support of the American Medical Association, one of the founding members of Research!America and a valued partner.

Advocacy for research is critically important this year as congressional candidates engage with voters on issues that will take precedence on their agendas if elected. Our poll findings are a forceful reminder that many Americans believe that medical innovation is the answer to our fiscal and health challenges, unleashing medical breakthroughs, spurring commercial applications and creating jobs. Polls also remind us that people hope and expect that research will deliver on its promise of better health and quality of life. During election season, Americans have an opportunity to pose questions, tell personal stories and share polling data with candidates to elevate research for health in the national conversation. The candidates will be listening! The more often candidates hear that Americans value research as a weapon to combat disease, strengthen the economy and solidify our global leadership in science and technology, the higher the likelihood they will support robust federal investments in research for health now and in the future; the more likely they will be to enact policies that make evidence-based medical care and prevention the standard care; and the more likely they will be to enact policies that assure our nation’s pre-eminence in research and innovation.

Among recent polling results:

» 66% of Americans say it’s important for candidates running for office to assign a high priority to funding medical research.

» 74% of Americans want to know whether their candidates for Congress support medical and scientific research.
The American Medical Association congratulates Research!America on its 25th anniversary. The medical research its advocacy has enabled during the past 25 years has paved the way for significant advancements in such important areas as stem cell research, drug therapies and the human genome. These advances are changing how physicians care for their patients and practice medicine.

The AMA is proud to be a founding member of Research!America and pleased to be a supporting sponsor of this year’s America Speaks. Biomedical research to improve health and health care is vital to the AMA’s core mission of improving the art and science of medicine and the betterment of public health.

Like Research!America, the AMA believes that funding biomedical research and innovation in this country is not a discretionary expenditure, it is an essential investment. Failure to make this investment will stall the progress researchers are making on so many fronts and set us back for decades to come.

The AMA is keenly focused on three ambitious goals designed to shape a better future for the nation’s patients, physicians and medical students:

» Improving health outcomes for patients while reducing health care costs,
» Improving opportunities for physicians to provide high-quality care in a sustainable and professionally satisfying environment, and
» Improving training for medical students that enables them to transition seamlessly into 21st century medicine.

Our work, like that of Research!America, is grounded in research and partnerships that provide empirical evidence from which the AMA can help reshape health care delivery and improve the health of the nation.

The AMA is proud to support Research!America and we look forward to the future advancements that will be made during the next quarter century. The AMA congratulates John Porter, Mary Woolley and the entire staff at Research!America for 25 great years. Keep up the good work. America’s physicians and patients are counting on you!
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Officials Aren’t Paying Enough Attention to Deadly Diseases

Do you agree or disagree that elected officials in Washington are paying enough attention to combating the many deadly diseases that afflict Americans?

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics, with support from the American Society of Hematology, in November 2013.

Two-Thirds Say Candidates Should Prioritize Medical Research Funding

2014 is an election year for congressional candidates. How important is it for candidates running for office to assign a high priority to funding medical research?

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics, with support from the American Society of Hematology, in November 2013.

Important for Elected Officials to Listen to Scientists

How important would you say it is that elected officials and candidates at all levels listen to advice from scientists about better ways to combat disease and disabilities?

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2014.
Three-Quarters Say It’s Important to Know Where Candidates Stand

How important is it for you to know whether your candidates for Congress are supportive of scientific and medical research?

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2014.

Most Not Well Informed on Elected Officials’ Positions on Research

How well informed would you say you are about the positions of your senators and representative when it comes to their support of medical and scientific research?

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2014.

“If we really believe that this is a noble enterprise, that we’re engaged in something that is as important as the health of you and your family and of the rest of the nation, and if it’s the way we’re going to pull our economy back out of some difficult spots — which the evidence is very strong for — we should be making a lot of noise.”

Francis Collins, MD, PhD
Director, National Institutes of Health
“Sustained investment in — and supportive policy for — medical research leads to longer and healthier lives for all Americans. In the coming years, diseases such as Alzheimer’s will push health care costs ever higher; research can help alter that course.”

Rep. Chaka Fattah (D-PA)
Most Agree that Basic Research is Necessary
Do you agree or disagree with the following statement? “Even if it brings no immediate benefits, basic scientific research that advances the frontiers of knowledge is necessary and should be supported by the federal government.”

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics, with support from the American Society of Hematology, in November 2013.

Important to Fund Research on U.S. Health Care System
How important is it that our nation supports research that focuses on improving how our health care system is functioning?

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics, with support from the American Society of Hematology, in November 2013.

“Our threats to health are not coming down by 5% per year. Our opportunities to make progress are not coming down by 5% a year. So from my standpoint, as CDC director where our role is to work 24/7 to protect Americans from threats, I have to say, well, for every bit we’re not able to invest, we’re less able to protect people.”

Tom Frieden, MD, MPH
Director, Centers for Disease Control and Prevention
Three-Quarters Say Research Leads to Jobs and Economic Recovery

How important is investing in research to job creation and economic recovery?

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics, with support from the American Society of Hematology, in November 2013.

U.S. Must Increase Investments in Research to Compete Globally

Do you agree or disagree with the following statement? “The federal government must increase investments in medical and health research now to ensure that the U.S. can compete globally.”

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics, with support from the American Society of Hematology, in November 2013.

“America’s demonstrated leadership in science and technology is under threat. Companies are finding a more conducive environment abroad, as are scientists who seek answers to diseases that affect us all. While the U.S. is competitive globally, we must work to ensure it remains the leader.”

Rep. Frank Wolf (R-VA)
Many Believe Government Should Prioritize STEM Education, Careers

Do you agree or disagree that the federal government should assign a higher priority to improving education focused on science, technology, engineering and mathematics and careers in those fields?

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2014.

“If you lose these kids who are so smart and so talented, who’s going to be the next generation that continues to spur on biomedical research and the prevention and cures we seek in this country? The pharmaceutical companies will look everywhere in the world. Trust me, we’re not limited. But we want to see — as Americans — the U.S. to continue to be the leaders. And what I’m seeing, because of a variety of factors, we’re losing that generation, and that’s a real problem.”

William Hait, MD, PhD
Global Head, Janssen Research & Development, LLC
Nine in 10 Small Business Owners: R&D Important to Competitiveness

How important do you think research and development is to global competitiveness?

Source: A Research!America online survey of small business owners conducted in partnership with Zogby Analytics in February 2013.

Government Research Important to Private Sector Innovation

How important is basic research funded by the federal government to private sector innovation?

Source: A Research!America online survey of small business owners conducted in partnership with Zogby Analytics in February 2013.

“Small health care biotechs provide the innovation for large pharma’s products for future generations. Reduction in health care research stagnates the supply of new medical treatments placing the pharmaceutical industry and the nation’s health in jeopardy.”

Bob McNally, PhD
President and CEO, GeoVax, Inc.
STEM Education Important for Small Business Owners
How important do you believe STEM (science, technology, engineering and math) education is to the future of businesses like yours?
Source: A Research!America online survey of small business owners conducted in partnership with Zogby Analytics in February 2013.

Rising Cost of Health Care is Critical for Small Business Owners
How important is the rising cost of health care to businesses like yours?
Source: A Research!America online survey of small business owners conducted in partnership with Zogby Analytics in February 2013.

Plurality: Medical Research Should Not Be Cut as Part of Sequestration
Do you believe medical research funding, most of which is distributed to universities and other non-governmental research institutions and businesses based on their R&D grant proposals, should be cut as part of sequestration?
Source: A Research!America online survey of small business owners conducted in partnership with Zogby Analytics in February 2013.
Patients Willing to Share Health Information for a Variety of Reasons

Please indicate your willingness to share your personal health information, assuming that appropriate privacy protections are in place.

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.

Opinions Split on Whether FDA Should Speed Drug Approval

Please indicate which of the following statements comes closer to your view.

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.
Nearly Half Say We Aren’t Making Enough Medical Progress

Do you believe we are making enough progress in medical research in the U.S.?

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.

Less Than Half Believe Services Based on Most Recent Research

Do you believe that the health care services you receive are based on the best and most recent research available?

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.

“I really do think this is a critical time for our nation to really look at what is our national strategy to advance biomedical product innovation. Are we doing all the things that are necessary? Can we do more? And I think we’re watching other nations really take on this challenge, and we need to be leading the path.”

Margaret Hamburg, MD
Commissioner, Food and Drug Administration
Americans are Interested in Clinical Trials

Do you agree or disagree with each of following statements?

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.

Physicians, Internet are Preferred Sources of Information on Clinical Trials

Where would you go to get information about clinical trials? (multiple responses allowed)

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.
Most Americans Have Not Participated in Clinical Trials

Have you or anyone in your family ever participated in clinical trials?

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.

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<th>No</th>
<th>Not sure</th>
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<td>76%</td>
<td>7%</td>
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<td>African-American</td>
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<tr>
<td>Asian</td>
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<td>82%</td>
<td>7%</td>
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Americans Admire Clinical Trial Volunteers

On a scale of 1 to 4, how much do you admire people who volunteer for clinical trials?

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.

<table>
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<th>Ethnicity</th>
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<th>3</th>
<th>2</th>
<th>1 (not at all)</th>
<th>Not sure</th>
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<td>8%</td>
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<td>43%</td>
<td>35%</td>
<td>9%</td>
<td>10%</td>
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<td>37%</td>
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<td>Non-Hispanic White</td>
<td>35%</td>
<td>42%</td>
<td>9%</td>
<td>11%</td>
<td></td>
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</table>

Lack of Trust a Major Barrier to Participation in Clinical Trials

Which of the following do you think is a reason that individuals don’t participate in clinical trials? (percentage saying lack of trust)

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.

<table>
<thead>
<tr>
<th>Ethnicity</th>
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</tr>
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<tbody>
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<td>African-American</td>
<td>61%</td>
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<td>Non-Hispanic White</td>
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</tr>
<tr>
<td>Hispanic</td>
<td>52%</td>
</tr>
<tr>
<td>Asian</td>
<td>51%</td>
</tr>
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</table>
Physician Recommendations Matter to Potential Participants

If your doctor found a clinical trial for you and recommended you join, how likely would you be to participate in a clinical trial?

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.

Reputation, Coverage of Injury are Key Factors for Participation

How important would each of the following factors be in your decision to participate as a volunteer in a clinical trial?

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in May 2013.

“Clinical research is extremely important in evaluating new therapies for cardiovascular disease and has proven to have enormous impact on daily clinical practice yet few Americans participate in such research. Increased participation will enable researchers to advance new approaches to the prevention and treatment of diseases that continue to exact a tremendous emotional and financial toll on families.”

Nancy Brown
CEO, American Heart Association
Research!America began commissioning polls in 1992 in an effort to understand public attitudes toward medical, health and scientific research, and this informs our advocacy. The results of Research!America’s polls have proven invaluable to our alliance of member organizations and, in turn, to the fulfillment of our mission to make research to improve health a higher national priority. In response to growing usage and demand, Research!America has expanded its portfolio, which includes state, national and issue-specific polling. More poll data is available by request or at www.researchamerica.org.

**Survey Methodology**

Online polls are conducted with a sample size of 800-1,052 adults (age 18+) and a maximum theoretical sampling error of +/- 3.2%. Data are demographically representative of adult U.S. residents. Polling in this publication was conducted by Zogby Analytics.

The survey of small business owners was conducted with a sample size of 203 respondents and a maximum theoretical sampling error of +/- 7.0%.

Sample sizes and theoretical sampling errors for the minority oversampling of the clinical trials poll are as follows:

- African-American: sample size, 403; margin of error, +/- 5.0%
- Asian: sample size, 300; margin of error, +/- 5.7%
- Hispanic: sample size, 406; margin of error, +/- 5.0%
- Non-Hispanic White: sample size, 684; margin of error, +/- 3.8%
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